

ABSTRACT

A method and system for tracking subscriber use of a network, such as an interactive media delivery network, which delivers programming to set top boxes coupled to a display device is disclosed. The system tracks events, including any
5 change in status of a set top box caused by a change in programming or channel or a subscriber's activation and interaction with a particular interactive services application. Each application forms an event record comprising the application ID, event and time stamp. Collected event records are buffered, compressed, formed into packets and transmitted to a merge processor that combines event records with
10 content data that describes the programming content distributed throughout the network. The event records and content data are merged to form event timelines for each subscriber's set top box that show subscriber activity or programming played to a subscriber over a selected time period. Event timelines may be analyzed or further filtered to generate ratings and other information about particular
15 programming (including advertisements). Further, the timelines can be correlated with demographics data to assess the efficacy of advertising on particular programs or to assist in creating targeted advertising.